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JTF

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Pienkos, John T.

Serial No.: 09/626,365

Filing Date: July 23, 2000

Title: APPARATUS AND METHOD FOR PROVIDING PRODUCT  
LOCATION INFORMATION TO CUSTOMERS IN A STORE

Examiner: Andrew Joseph Rudy

Art Unit: 3627

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**FOURTH AMENDMENT**

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated November 2, 2004 and the Interview with the Examiner conducted on January 18, 2005 (along with the Interview Summary mailed on January 21, 2005), the Applicant respectfully provides the following Remarks and Amendments

**Amendments to the claims** are reflected in the listing of claims that begins on page 2 of this paper.